

U.S. Extension Service

HOW TO USE THE MASTER FILM STRIP PLAN

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Master film strips are prepared by the Extension Service for use in several ways. They can be used as they are, without change of any kind; and they will be found to be correct in subject matter and presentation. They can be cut up and used in connection with locally produced color slides. They can be used as a scenario for the production of a local color slide set. They can be used as the basis of a State or local film strip.

Master film strips are prepared in double-frame size, with a single-frame version. The only production difference is that vertical pictures are photographed on the vertical axis of the double-frame strip because of the advantages permitted by rotating a slide. Double-frame projectors are equipped with rotating heads and the strip has been photographed so the head may be turned to a position with the control knob up. In the single-frame version, vertical pictures are arranged in the conventional manner, with any text matter at the side.

Master strips are produced from uniform-size originals for the obvious reason that a higher quality negative can be obtained. This follows normal commercial film-strip practice. The dimensions of the standard mat will be found at the end of these instructions. It will be noted that an 8- by 10-inch print can be used for either single- or double-frame versions. In the single-frame version an area measuring 6-3/4 by 9 inches is used; in the double-frame version the top 3/4 inch is eliminated in lining up before the camera and the area used measures 6 by 9 inches. All matter - captions, legends, pictures, and graphs - is included in this area.

Accompanying these instructions is a frame-size list for a particular strip. This list is furnished to each extension editor with his file copy of each master strip. A copy of these instructions, the frame-size list, and the lecture notes are also sent to each designated visual instruction specialist or assistant editor in charge of visual work. The purpose of this list is explained below.

If a particular State is concerned with the subject matter of the strip and would like to have a more localized version, under the master film strip plan the production is a comparatively simple matter. The editor or specialist concerned should examine the strip and note which scenes can be localized by the substitution of State pictures. A set of mats has been prepared, each mat carrying the legend for the frame, but with a cut-out opening the size of the picture. These master mats work with either the double- or single-frame versions.

After the pictures for substitution are selected, enlarged prints are made in which the area given in the list includes the desired area of the print. No cropping can be done by the contractor, or by this office. Prints must be submitted in the enlarged size indicated by the

list. The list includes dimensions for both sizes, and special entries indicate the dimensions of vertical, single-frame pictures in this manner:

22. D-6 x 8

S-4 x 6 3/4

This means that frame 22 in the double-frame version has a 1-inch high caption at the bottom. In the single-frame version the caption is at the side and the picture runs the full height of the frame but is only 4 inches wide. (Please note that if both versions are to be made an extra print of proper size for each vertical composition is necessary.)

As State versions are prepared, a serial number will be assigned, designating the States in alphabetical order. Each State will always be assigned the same serial number. County agents may then order the State version by designating the regular series number and the State subnumber as: Series 815-21. The negatives will be made under section 3 of the film-strip contract, and prints will be furnished under the same section of the contract. The cost of negatives and prints of State versions is to be borne by the ordering State.

If different titles or captions are desired, these should be ordered at the same time as the negative. The usual prices will prevail. An additional credit line, "Special version for Pennsylvltucky," will be lettered on the credit title without charge.

Photographs selected for use in State versions should have all the crispness and sharpness of the original version. Fogged, blurred, streaked, or stained prints will not be sent on to the contractor. Newspaper clippings of photographs cannot be used. Line drawings or cartoons from newspapers should be copied photographically by the State, retouched as necessary, and an enlarged print of the proper size submitted.

Special graphs or charts may be submitted in the original if of the proper size. No off-size material of any sort can be mixed in with master plan film strips.

To avoid the confusion of the past in regards to nomenclature, the standard commercial terms will henceforth be used. Some of the terms in use in the past are reminiscent of calling an automobile a horseless carriage.

Film strip: Although not a commercial designation we are forced to retain it because of long association with the Extension Service. The inventor of the scheme (an extension worker) named it "slidefilm." In the educational field, it is the "filmslide." The commercial designation is "slidefilm." Strictly speaking, a motion picture is also a film strip.

Frame: A single picture. In the single-frame size it measures 18 by 24 millimeters (0.747 by 0.999 inch). In the double-frame size it measures 24 x 36 millimeters (0.999 by 1.47 inches). In photographing,

some allowance is made for the slightly smaller projector aperture. This is accomplished either by using a black frame or margin around the picture, or by allowing the picture to bleed off, composing the desired parts well within the margin.

Title: This is a collection of words on the screen. It is sometimes called a reader. (The reader is in the audience.) Art titles have a drawing or design to relieve the monotony of the letters or to emphasize the point. Art titles are normally used only at the start of a sequence, as a chapter heading. Titles can be "superimposed" by lettering directly on a picture in contrasting color, or by lettering on a strip of paper of contrasting color which is pasted over part of the picture. The latter should not be confused with legend.

Caption: Is used in the newspaper and magazine sense to indicate words that are needed to clarify the picture but are not a part of it. In our case the caption is the underline or group of words under the picture (or alongside it in the case of verticals). Do not confuse with legend.

Legend: Is a "boxed" index of symbols or the "title" of a map or chart. In motion-picture and commercial slide film work it is never used in connection with a title or a caption.

Although not strictly pertinent to film strips, two color slide designations should also be clarified:

Color slide: A slide taken by a color process in natural colors, usually 2- by 2-inches and carrying a picture that is double-frame size. It also can be a standard slide (3 $\frac{1}{4}$ by 4) made by a direct color method.

Colored slide: A slide of any size which has been photographed by ordinary means and the color added by hand. A toned or stained slide should not be confused with a colored slide. The toned slide will have the same all-over color with the principal color effect in the halftones and shadows. A stained slide will have an over-all color tint, noticeable principally in the high lights. Some slides are toned and stained with the high lights one color and the halftones and shadows another. The colored slide on the other hand will have different areas of color not evenly applied, but applied in relation to the objects that make them up.
